IN THE CLAIMS:

1.   (Currently amended) A method comprising:

~~storing a moniker within a first device, the moniker being associated with the first device;~~

generating a moniker being associated with a first device;

providing the moniker to a second device, the second device including ~~having~~ one or more services;

receiving an inquiry message, at the first device, from the second device; and

determining whether the first device should respond to the second device based on the moniker included in the inquiry message.

2.   (Original) The method of claim 1, wherein the moniker is a word.

3.   (Original) The method of claim 1, wherein the moniker is a phrase.

4.   (Original) The method of claim 1, wherein the moniker is alphanumeric.

5.   (Original) The method of claim 1, wherein the moniker is a digital image.

6.   (Original) The method of claim 1, wherein the moniker includes digital audio.

7.   (Original) The method of claim 1, wherein the moniker includes a timestamp.

8.　(Original)　The method of claim 1, wherein the moniker is a hash of at least one of a word, a phrase, an alphanumeric, a digital image, and a digital audio.

9.　(Original)　The method of claim 1, wherein the providing includes manually using an input device at the second device to provide the moniker.

10.　(Original)　The method of claim 1, wherein the providing includes providing the moniker from the first device to the second device using out-of-band communications.

11.　(Original)　A computerized method comprising:

receiving a moniker, the moniker being associated with a mobile device; and

broadcasting an inquiry message, the inquiry message including the moniker.

12.　(Original)　The computerized method of claim 11, wherein receiving the moniker includes receiving the moniker from a local input device.

13.　(Original)　The computerized method of claim 11, wherein the inquiry message is a Bluetooth compatible message enhanced with the moniker.

14.　(Original)　An apparatus comprising:

a communications module to receive an inquiry message, wherein the inquiry message includes a moniker, the communications module to generate a response to the inquiry message upon determining the moniker is associated with the apparatus.

15. (Original) The apparatus of claim 14, wherein the determining is based upon a signal strength.

16. (Original) The apparatus of claim 14, wherein the determining is based on whether the apparatus is currently connected with a host device.

17. (Original) The apparatus of claim 14, wherein the moniker is a word.

18. (Original) The apparatus of claim 14, wherein the moniker is a phrase.

19. (Original) The apparatus of claim 14, wherein the moniker is an alphanumeric.

20. (Original) The apparatus of claim 14, wherein the moniker is a digital image.

21. (Original) The apparatus of claim 14, wherein the moniker includes digital audio.

22. (Original) The apparatus of claim 14, wherein the moniker includes a timestamp.

23. (Original) The apparatus of claim 14, wherein the moniker is a hash of at least one of a word, a phrase, an alphanumeric, a digital image, and a digital audio.

24. (Original) An apparatus comprising:

a communications module to send an inquiry message to a mobile device, the

inquiry message to include a moniker, the moniker being associated with the mobile

device..

25. (Original) The apparatus of claim 24, further comprising:

an input device, a user to use the input device to provide the moniker of the

mobile device to the apparatus.

26. (Original) The apparatus of claim 24, wherein the inquiry message is a Bluetooth

compatible message enhanced with the moniker.

27. (Original) The apparatus of claim 24, wherein the sending includes sending via

wireless communications.

28. (Original) A machine-accessible medium that provides instructions that, if executed

by a machine, will cause the machine to perform operations comprising:

receiving a moniker, the moniker being associated with a mobile device; and

broadcasting the inquiry message, the inquiry message including the moniker.

29. (Original) The machine-accessible medium of claim 28, wherein the receiving the

moniker includes receiving the moniker from a local input device.

30.   (Original) The computerized method of claim 28, wherein the inquiry message is a

Bluetooth compatible message enhanced with the moniker.

31.   (Original) The method of claim 1, further comprising:

storing the moniker within the first device.